

## Choosing a Publishing Path

Created by Rue Sparks  
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### PUBLISHING PATHS

- Traditional Publishing “The Big Four”
  - Penguin/Random House
  - Macmillan
  - Hachette Book Group
  - Harper Collins
- Indie Publishers
- Self-publishing
  - Wide
  - Kindle Unlimited (KDP Select)
  - Kindle Vella
- Hybrid

*Note: It's not unusual for authors to hop between different paths throughout their careers*

### QUERYING

- Create Query Package
  - Cover Letter
  - Synopsis
  - \*First Pages/Chapters/Words of Manuscript (Depends on Agent)
- Send to Agents
- Agent requests “Full” (Full Manuscript) if they'd like to see more
- Contract (You may ask questions before signing any contracts)

*Note: You will often wait to hear from agents for months. It is a SLOW process.*

*\*What the “First..” entails depends on the agent. ALWAYS read their requirements.*

### PROPOSAL TO PUBLISHERS

- Create Proposal (Done by Agent with your input)
- Send Proposal to Publishers (Querying Part 2...)
- Contract Negotiations

### SELF-PUBLISHING

- Control every aspect of publication

- Editing & Proofreading
- Formatting & Covers
- Distribution
- Printing
- Marketing

*Note: You also choose what tasks you hire out and which you do yourself to save on costs*

## **PATH ADVANTAGES**

- Traditional
  - May get an advance
  - More work is done by the publisher
- Indie Publishers
  - Serve more niche markets
- Self-publishing
  - Keep control of your own work
  - You get paid a higher royalty per book

*Note: An advance is an 'advance' on royalties. You will have to wait for your book to 'pay out' before you see royalties from book sales.*

## **PATH DISADVANTAGES**

- Traditional
  - Can be extremely difficult to get picked up
  - Have to go through the Query process
  - For most contracts you will still be doing most of your own marketing
- Indie Publishers
  - Have to go through the Query process
  - Indie Publishers are more likely statistically to go under
  - For many publishers you will still be doing most of your own marketing
- Self-publishing
  - Takes a lot of research, education, and time
  - Will be doing all of your own marketing
  - Everything comes out of your pocket

*Note: Unless you're one of the few top books a traditional publisher decides to champion that year, you're unlikely to get out of doing a lot of your own marketing.*

## **RESOURCES**

### **General Self-Publishing**

- Let's Get Publishing Series — David Gaughran

**Editing:**

- Salt & Sage Incomplete Guides
- The Emotional Craft of Fiction
- Writers Helping Writers Series (Emotion/Conflict/Occupation/etc Thesaurus)
- Save the Cat! Writes a Novel

**Marketing:**

- Newsletter Ninja

**Writer Life**

- Dear Writer: Writer You Need to Quit — Becca Syme (Also see burnout series on YT)
- Big Magic — Elizabeth Gilbert
- Fire Up Your Writing Brain — Susan Reynolds



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